

Note for Alleyne-Chin, Trish

2045379785

From: Thomas, Brad (MS)
Date: Fri, Jul 22, 1994 3:55 PM
Subject: FW: Merit "Lighter Side"
To: Alleyne-Chin, Trish
File(s): Merit Mkt "Lighter Side"

Congratulations on the presentation. I heard that it went extremely well. Here's the file that you wanted.

From: Thomas, Brad (MS) on Mon, Jul 18, 1994 4:02 PM
Subject: Merit "Lighter Side"
To: Whalen, Roy
Cc: Bautista, Lisa (MS); Comenduley, Dan; Gangwar, Nidhi; Timm, Christian
File(s): Merit Mkt "Lighter Side"

Roy -

Enclosed is the responder analysis broken down by PM Section and Market for the Merit "Lighter Side of Getting Away" program. The file contains the following information for Total U.S., PM Section and PM Market:

Orders Placed, Total Items, Items per Order, Total UPCs, UPCs per Order, Percent of Total Orders (0-50 UPCs, 50-100 UPCs, 100+ UPCs), and Individual Item counts.

If you have any questions, or need more information on this program, please call.

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